

Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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P R 150837Z AUG 75
FM AMCONSUL NAHA
TO USDOC/BIC WASHDC UNN
INFO SECSTATE WASH DC 812
AMEMBASSY TOKYO

UNCLASSIFIED NAHA 414

E.O. 11652: NA

TAGS: BEXP, BTRA, BTIO, JA

SUBJECT: FOREIGN BUYER PROGRAM: TYPE B-NATIONAL HARDWARE
SHOW

1. ON OUR INITIATIVE AND AT REQUEST OF A NUMBER OF OKINAWAN BUYERS, CONGEN HAS BEEN WORKING FOR PAST FEW MONTHS TO ORGANIZE OKINAWA FOREIGN BUYERS' GROUP VISIT TO NATIONAL HARDWARE SHOW IN CHICAGO AUG 26-28. TRIP WOULD BE SIMILAR TO HIGHLY SUCCESSFUL GROUP VISIT TO POULTRY/EGG INSTITUTE CONVENTION AT NEW ORLEANS AND SUPERMARKET INSTITUTE CONVENTION IN DALLAS IN APRIL/MAY 1975, LED BY SENIOR ECON/COMM FSL SHINTARO TAKARA, WHICH RESULTED IN \$25 MILLION OF PRELIMINARY COMMITMENTS FOR EXPORTS OF U.S. PRODUCTS. HARDWARE GROUP IS COUNTING ON PARTICIPATION OF FSL

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TAKARA. GROUP ALSO PLANS TO VISIT NEW YORK, WASHINGTON, SAN FRANCISCO, LOS ANGELES AND HONOLULU. TRIP WILL TAKE 13 DAYS.

2. UNFORTUNATELY, DEEPLY RELIGIOUS OKINAWAN OBON PERIOD COINCIDES WITH HARDWARE SHOW, AND WE HAVE HAD DIFFICULTY ORGANIZING SUFFICIENT PARTICIPATION (15 MEMBERS) TO PERMIT FREE TRANSPORTATION AND ACCOMMODATIONS FOR FSL TAKARA. AT PRESENT WE HAVE ELEVEN FIRMLY COMMITTED PARTICIPANTS. WITH THIS PARTICIPATION ON-HALF OF TOTAL TRAVEL AND LODGING EXPENSES OF 520,000 YEN (\$1,762.71) FOR TAKARA CAN BE FUNDED BY GROUP UNDER IATA REGULATIONS.

THIS LEAVES BALANCE OF \$881.39. IN ADDITION, TAKARA WOULD HAVE TO PAY FOR HIS OWN MEALS
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FOR 13 DAY PERIOD. AS MUCH OF BUSINESS AND PLANNING IS DONE AT

MEAL TIMES, TAKARA SHOULD EAT WITH GROUP; ON BASIS OF PREVIOUS TRIP, WE ESTIMATE HE WILL NEED \$20 PER DAY. TOTAL FUNDING ADDITIONAL NEEDED WOULD \$1,141.39.

3. FOUR OF FIRMLY COMMITTED PARTICIPANTS ESTIMATE THEY WILL BUY TOTAL \$700,000 OF U.S. PRODUCTS DURING TRIP; OTHER MEMBERS SHOULD UNDOUBTEDLY PURCHASE AT LEAST \$150,000 EACH. IF TAKARA CANNOT GO, FEW IF ANY WILL VISIT HARDWARE SHOW. CONGEN BELIEVES THAT

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POTENTIAL U.S. EXPORTS THAT CAN BE DERIVED FROM THIS TRIP WILL JUSTIFY USG FUNDING OF NET COSTS OF TAKARA TRIP AS OUTLINED ABOVE. IT IS QUITE POSSIBLE, FURTHERMORE, THAT IF DOUBTFUL PARTICIPANTS KNOW FOR CERTAIN TAKARA WILL LEAD TRIP, ENOUGH WILL PARTICIPATE SO THAT TRAVEL GROUP WILL PICK UP ALL COSTS EXCEPT MEALS.

4. ACTION REQUESTED: REQUEST AUTHORIZATION FOR FUNDING BALANCE OF COSTS OF TAKARA TRIP BE GRANTED AND FISCAL DATA BE PROVIDED AMCONSUL NAHA.

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